

Velie

Model 22, Velie six-cylinder car—powerful, silent, supple—at \$1065 affords the first opportunity to secure a car of Velie quality and workmanship at a low price. Judge what unmatched value is offered in this new model by its 40-h.p. Velie Continental Motor, roomy streamline body, deep-tufted genuine leather upholstery, two-unit Remy Electric System—all the features of highest class construction in a light

Six

This beautiful car with detachable top complete, \$1240, affords all the advantages of a closed car. Top put on or removed in a few minutes. Demonstration on request.

Space A-6, Main Floor, Grand Central Palace
Garland Automobile Company
1888 Broadway, at 62d Street, New York
Phone Columbus 5596

J. W. Mason, 1005 Broad St., Newark, N. J.
Cumberland Garage, 800 Cumberland St., Brooklyn, N. Y.
Consolidated Motor Co., 1047 Broad St., Bridgeport, Conn.
William H. Ash, Peekskill, N. Y.
J. F. Kreider, Pennington Ave. and Ringold St., Trenton, N. J.
White Plains Garage, White Plains, N. Y.
Peter A. Black, Clinton Ave., Kingston, N. Y.
W. L. & J. T. Callister, Queens, L. I.
Velie's Automobile Co., 100 Broadway, Newburgh, N. Y.
C. A. Randall, Middletown, N. Y.
B. Boone, Ashbury Park, N. J.
J. M. Hagen, Riverhead, L. I.
Blue Ribbon Auto Co., Paterson, N. J.

f. o. b. Moline

\$1065

Importance of the Car in Daily Life

In Less than Two Decades We Have Grown Dependent Upon It.

WORLD MADE SMALLER

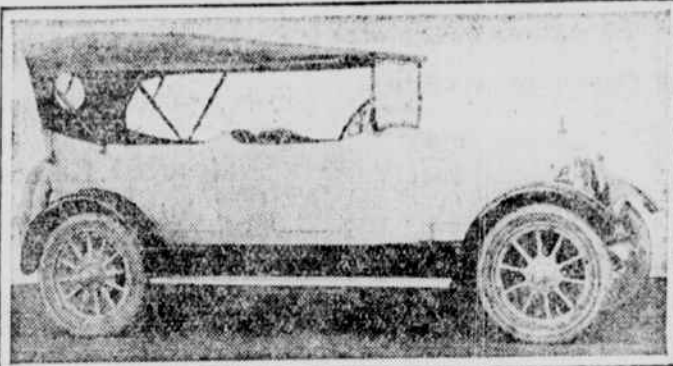
To Check Its Progress Would Mean Throwing Civilization Back a Century.

By FRANK R. ANSTED.
General Manager, Lexington-Howard Company.

The automobile business is the most conspicuous in America to-day; fortunes made in it are the envy of men in other lines of trade; the number of people depending upon it for their living goes into the tens of thousands. The health of the industry at a time when the nation's business was suffering a "depression" was nothing short of marvellous, and the way automobile

thousands of men out of employment, but, worse, you would lock the "shooting shuttle" upon which modern life is woven; take the motor cars off the streets and highways, and you would cause stagnation, decay and rust to the thought and activities of the world. One must rise higher than the measure of dollars and cents in judging the value of motor cars. One must see further than the balance sheet of the money-making builder. One must think deeper than the statistical figures compiled to show the number of machines in use. To grasp the importance of the modern motor car one must weigh the force of necessity, the influence and the good being done by motor cars.

What It Does for Us.
In two short decades it has acquired as prominent a place in our lives as the railroad. It hauls the materials that build our houses; it delivers food and mail regardless of changing seasons; it is the latest scientific aid for



Lexington Thoroughbred Six.

stocks have recently risen indicates still undreamed of wealth. Admit of all the wealth automobile men have coined, and then double it many, many times, and still the great benefit from the motor car has been derived by the general public. Too often the public has seen only the profit obtained by the builder and not the significance the motor car has as an integral part of the nation's social and business life.

True, many men took a chance and went into the horseless vehicle business; true, many of them seem to have had phenomenal luck; true, many others have been wiped out of existence; but these successes or failures are only incidental to the inestimable good done the public in general as a result of the universal adoption of the modern motor car.

Woven Into Our Life.
Shut the doors of the automobile factories to-day and you bankrupt a handful of business men, but you would push the world back a century; close down the shops, and you would throw

the doctor, the policeman, the fireman and the hospital. The farmer is made a neighbor with the art galleries, the music halls, libraries, churches and markets of distant cities.

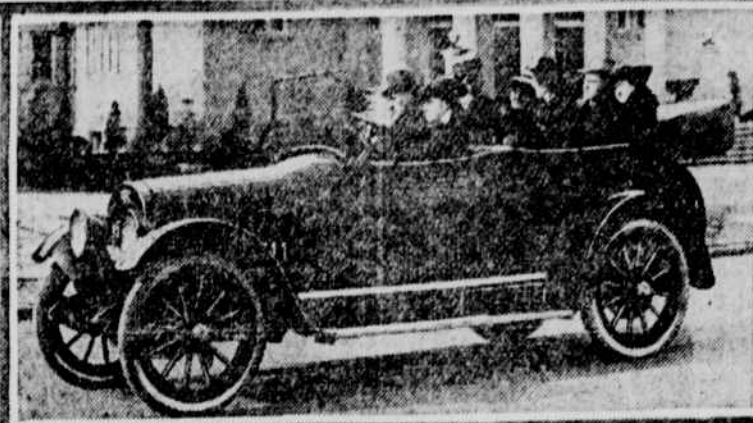
Without his motor car the farmer is more antique than without his telephone. The motor car has "made" the suburbs and backs the railroad siding into the truck garden. "The automobile has made fresh air a passion and has rediscovered ozone," so graphically writes Peter Clark Macfarlane. It makes the valleys lovely; it brings the mountains low; it races with the clouds and turns the variable landscape into a swift spinning panorama. It makes neighbors out of far friends and widens the doorway to the horizon. It makes the world larger and it makes the world smaller, and entirely retakes it in the name of humanity.

Apperson a Crack Shot.
Edgar Apperson, secretary and treasurer of the Apperson Brothers' Automobile Company, is as well known as a crack shot as he is as an automobile manufacturer. He has won many prizes.

The Man Who Knows Drives an Eight



PRESIDENT S. S. TOBACK
A. Eliot Ranney Co.



New Series 7 Passenger King.



F. A. VOLLBRECHT.
General Manager King Co.

Why the eight-cylinder motor car? The foregoing question was on the lips of the motor world only a year ago. To-day two of the largest automobile manufacturers—the Cadillac and the King—are taxing their capacity in big production of eight-cylinder cars. The Cadillac Motor Car Company is the largest producer of eight-cylinder motor cars in the world to-day, while the King Motor Car Company is the largest manufacturer of a popular priced eight-cylinder motor car.

So successful have these two manufacturers been with their eight-cylinder motor cars that the number of automobile builders to introduce eight-cylinder motors during the last year has been greatly increased. This number is again added to by the appearance of new eight-cylinder cars at the New York automobile show. To-day nearly two score of automobile manufacturers are numbered among those having an eight-cylinder product or just announcing one, and there are reports of many others joining this class of automobile manufacturers.

Various reasons are given for the success of the eight-cylinder motor car. There is no disputing the fact that it is an ideal and economical motor to manufacture. The flexibility of the multiple cylinder motor is something that has instantly appealed to the motor car enthusiast as soon as he drives or rides behind the motor. The attempts made to deride the eight-cylinders as being expensive of operation were dispelled when a number of these cars went into operation.

With the American public demanding power, flexibility, dependability, stability and durability, the eight-cylinder came in at the opportune time. While the eight-cylinder motor has shown nothing phenomenal in the way of speed, the race pilots of national reputation who have investigated claim that this is only a matter of gear ratio and a few detail changes. The American public to-day is demanding more power in an automobile than speed. The manufacturer is bowing to this demand.

There is no denying the fact that the automobile manufacturers have had

less trouble in producing an eight-cylinder product without what automobile engineers denominate "bugs" than with any other type of motor. The four cylinder motor has passed through many stages of development; to-day it has settled itself down to the thousand-dollar and below price class, where it performs with much credit. The six-cylinder motor advanced the public a further step, giving them more power, flexibility and motor touch, but with the introduction of the eight-cylinder the industry was set agog. Attempts were made to deride the eight, but there is no denying the fact that it has come to stay. The manufacturers to-day look upon the four-cylinder motor as an ideal power plant for the small car; there will always be a demand for the six by certain people. The market for a six is productive, but manufacturers of motors are looking more and more with favor on the eight-cylinder motor. It is said on good authority that the eight-cylinder motor has made more advancement in the last year than any other type of motor. To-day the eight-cylinder motor has the most advanced type of construction, aluminum pistons and adjustable cam shaft chain drive. The twelve-cylinder also must be considered. What its future will be is problematical. There is no denying the fact that the twelve, unless something else puts in an appearance, will be the motor for the high-priced automobile.

With the introduction of a new carburetor, known as the Ball & Ball duplex two-stage, the question of carburetion for multiple cylinders is said to have passed. There is no denying the fact that multiple cylinder motor manufacturers caught many carburetor companies napping. The new carburetor which is now regular equipment on the King and Peerless, is also being tested out by the big manufacturers of twelve-cylinder cars.

An asset which manufacturers connected with companies manufacturing automobile parts and who are well acquainted with motor car progress to-day are the best advocates of the eight-cylinder car—this from driving experience. There are at least two hundred eight-cylinder Cadillacs and Kings alone in the hands of automobile parts men.

DODGE BROS. IN FIRST SIX

Detroit Concern Climbs to Prominent Place in One Year.

BUSINESS OWNED BY TWO MEN

Plant Now Covers Sixty Acres and More than \$35,000,000 Worth of Cars Have Been Delivered.

At the National Automobile Show a year ago the public saw the first car turned out by the Dodge Brothers, of Detroit.

Within the twelve months they have sold more than \$35,000,000 worth of low priced cars, and this year they rank among the first half dozen American car manufacturers in quantity of production.

When buildings which are under way are completed their plant will cover 60½ acres of floor space.

These two brothers have not had enough time to talk about themselves, and automobile buyers, who always like to know something about the men who make the cars they drive, know little about the Dodes.

They are well known in Detroit, where they have been for years prominent in business and politics.

The big Dodge plant is owned by John F. and Horace E. Dodge. They are both always on the job. John is the organizer and Horace is the motor expert. John F. is the elder by a couple of years. They were both born in the 60's, at Niles, Mich.

They are of Vermont stock, the elder Dodes having come from the rocky hills of that old state to Niles in the 50's, and there established a machine and blacksmith shop. John and Horace grew up in Niles and attended school there, going from school into their father's shop, where they learned the

machinist's trade. But they longed for a wider experience, and found it after a time in Battle Creek, and still later at Port Huron. They were still in their twenties when they determined to go into business for themselves, and their first venture was in an old shed in Windsor, Ont., where they rebuilt machinery, particularly marine engines.

In those days Detroit was just waking up. It was getting tired of the reputation of being the "biggest village in the country." The beginnings of the great motor car industry were at hand. So, in 1901, the Dodge boys moved across the Detroit River. They established themselves in a loft in the old Bignell building, and hung out the sign, "Dodge Brothers, machinists."

They employed eleven men and boys, and they worked harder than any one in the plant. On the infrequent occasions when John Dodge ever speaks of himself he tells of working on Saturday until midnight, and returning to work at midnight on Sunday. It was a rare day, indeed, that both did not put in twenty hours. They did a general machinery business, and they made a living and put a few dollars in the bank.

Then came the rapid expansion of

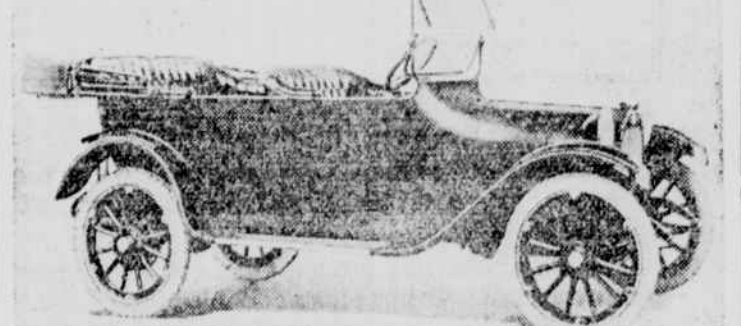
reputation for quality work spread, and soon they were being flooded with orders.

They took more space in the building where they had started, but the automobile business expanded with it, so a small factory was built. In 1905 they purchased a portion of the land on which their big plant stands, in Hamtramck, a suburb of Detroit, and built a big new factory. They prospered amazingly, and won a name for quality of workmanship unequalled in the trade.

In 1913 there came rumors that they would abandon the parts business and build a car of their own.

"Success has gone to their heads," was the scolding remark handed about in some circles. But every one began talking about the coming car of Dodge Brothers. That is, every one but the Dodes themselves. The air around Detroit was filled with rumors. But there was never a word from those intimately concerned with the project.

The gossip aroused a national curiosity, and on that curiosity was built a unique and one of the most successful selling campaigns in the history of American merchandising.



Latest Dodge Touring Car.

the automobile business. And with it came a demand for skilled machine work. Dodge Brothers had a reputation already for accuracy in machining, and the early motor car makers turned to them for parts. Their first order of consequence was for parts for the original Oldsmobile, with the curved dash, and this really marked their entrance into the business in a large way. Their

Originating in the reticence of Dodge Brothers to talk about themselves or their products, it was taken advantage of by the sales and advertising organization formed to market the car, and before that first car appeared, in December, 1914, thousands of dealers were clamoring for cars, and the possible output could have been many times larger.

See the Remarkable Exhibit of

REPUBLIC

Internal Gear Drive Motor Trucks

Motorize your haulage at low cost. Four models: F, 3½-ton, \$995; E, 1-ton, \$1275; A, 2-ton, \$1575; T, 3-ton, \$2350.

Dominant type of America and Europe. Literal use of nickel steel gives great overload capacity. Folders on request.

Republic Motor Truck Co., 1111 W. 12th St., Detroit, Mich.
Republic Motor Sales Co.



\$995
Open Express Body Included

Model F 3½ Ton

Garfords Clean Bridges.

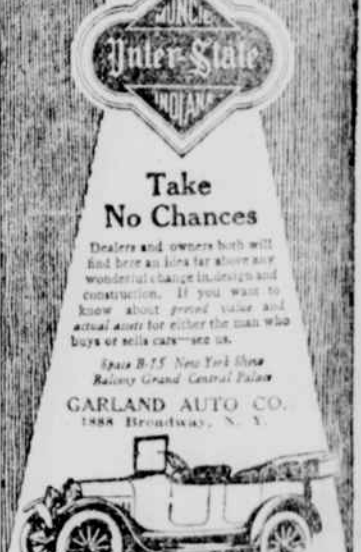
The Department of Bridges of New York City, seeing how successful Garford motor trucks have been in piling and sweeping snow from the streets of the city, under Commissioner Petherston's direction, has made a contract with the R. E. Taylor Corporation, Eastern distributors of Garford motor trucks, to clean all the bridges when snow or slush appears. This contract is entirely due to, as the commissioner expresses it, the "good work" of the Garfords.

THE THOUSAND DOLLAR CAR

1916-\$850

See This Unusual Show Display

It gives you your first opportunity to see and judge a car—not through the eyes of those who made it—but through the experience of those who use it. Hundreds of owners have proved beyond a doubt the value of these cars. No claims, no promises, no experiments—just honest, convincing facts.



Garland Auto Co. 1888 Broadway, N. Y.

See the Maxwell

at the Palace Automobile Show

WHEN you go to Niagara, you want to see the Falls.

For like reason, when you go to the Automobile Show you will want to see the Maxwell.

Not because it's a monumental car—it isn't.

But because you want to see the most astounding \$655 worth of automobile exhibited.

The Maxwell has all the best features, refinements and equipment of far higher priced cars.

It has the power which makes "every road a Maxwell road."

It has the strength and endurance which far heavier cars are glad to boast about.

It has the beauty of design which is characteristic of foreign cars.

It has the lightness to be economical on tires, yet weight enough to hold the road.

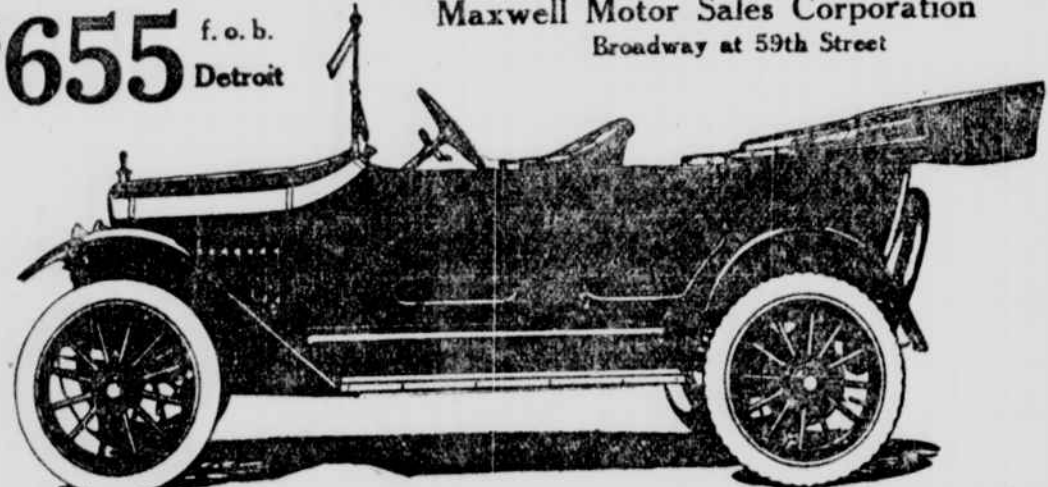
It has the all-round low maintenance cost which keeps the owner's pocket-book pleased.

Quantity production through high factory efficiency makes it possible to produce the Maxwell for so little as \$655—this year, 1916, 100,000 cars.

See the Maxwell Exhibit. See particularly the "Sectional View" chassis which shows every vital working part in operation. See the "how" and "why" of Maxwell simplicity of operation and control.

\$655 f. o. b. Detroit

Maxwell Motor Sales Corporation
Broadway at 59th Street



"The Car Complete"